

## ABSTRACT OF THE DISCLOSURE

A content management system for use in news media production, including data storage data retrieval data processing where a database system is adapted to store publishing content objects (PCOs) and metadata. The metadata may be associated with PCOs in the content management system. The system may also include a number of workstations where the PCOs are stored in a media neutral format to enable re-use of the PCOs in publications of multiple media. The content management system may further be adapted to perform a task of planning and co-ordinating usage of PCOs in one or more publications.